Appendices

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Appendix A:
Publications drawn from the research for the thesis


Appendix B:
Interview schedule

A. The social, economic and cultural changes that have affected the way museums have to operate and how they see themselves and their audience.

The external environment and the public
1. Drivers of change in the museum sector in recent years
2. Responding to the changes in both society and their visitors

Stakeholders
1. Museums viewing their audience as made up of a variety of different groups
2. Change from the past

B. Marketing’s role in museum management, and any Integrated Marketing Communication (IMC) approach.

Museum sector generally
1. Importance of marketing to museums generally
2. Change from the past

Their museum
1. Marketing manager/officer role in strategic decision making
2. Integrated approach to its marketing activities
3. Attention to marketing

C. The use of electronic media in museum marketing.

Museum sector generally
1. Increase in the use of electronic media by museums

Their museum
2. Museum use electronic media other than the Web – eg e-mail or SMS - as part of an integrated marketing communication strategy?
3. Marketing area input
4. Responsibility for the strategic direction of any website
5. Website guided by the policies you apply to the other promotional and marketing activities of the museum
6. Website is a marketing tool to be used strategically in the same way, as, for example, newspaper advertising
7. Factors that influence whether the use of electronic marketing communication strategies in its overall marketing activities
Appendix C:
Colour plates: Case study museum fieldwork visits

1. Australian Museum
2. Museum Victoria
3. Queensland Museum
4. South Australian Museum
5. Tasmanian Museum and Art Gallery
6. Western Australian Museum
Colour plate 1
Photographs of the Australian Museum

1.

2.

3.

Colour plate 1
Colour plate 2
Photographs of Museum Victoria’s Melbourne Museum

1.

2.

3.
Colour plate 3
Photographs of the Queensland Museum South Bank

1.

2.

3.
Colour plate 3
(continued)

4.

5.

6.
Colour plate 4
Photographs of the South Australian Museum

1.

2.

3.
Colour plate 4
(continued)
Colour plate 5
Photographs of the Tasmanian Museum and Art Gallery

1.

2.

3.
Colour plate 5
(continued)
Colour plate 6
Photographs of the Western Australian Museum’s Perth branch

1.

2.

3.
Colour plate 6
(continued)

4.

5.

6.
Appendix D:
Ethics Committee documents

1. Preliminary phone contact script
2. Information sheet
3. Consent form
Initial Telephone Request

Hello, my name is Kim Lehman and I am a PhD candidate with the School of Management at the University of Tasmania. My PhD research project is an investigation into the factors that influence the extent to which museums incorporate electronic marketing communication strategies into their overall marketing activities. I have chosen the major Australian state museums as the focus of my research.

I understand that you hold the position of [INSERT TITLE] at the [INSERT MUSEUM NAME]. I would be very interested in talking to you about your experiences with your museum. Would it be possible for me to arrange to visit and speak to you at a time and date convenient for you? I would anticipate that the interview would take about 40 minutes. Alternatively I would be happy to arrange a time to phone you if that is more suitable. In order to assist you in making a decision whether or not to participate, I can send you a detailed information sheet relating to the study. If you are not the appropriate person I would appreciate you letting me know who to contact.

In the thesis and in publications related to the study, your museum will be identifiable by name, and you will be identifiable by your official position and title. I would be happy to arrange for you to approve case information about your museum, and to edit or withdraw any information prior to inclusion in the thesis or in any subsequent publication.

*If potentially interested* – Thank you very much for your time, I shall send you the information sheet and an interview consent form.

*If no* – Thank you very much for your time.

Goodbye
Dear [name],

We would like to invite your participation in the following research project titled Electronic marketing communication strategies in Australian state museums.

What is the background to and purpose of the study?
This research is being undertaken to fulfill the requirements of a Doctor of Philosophy in Management under the auspices of the School of Management at the University of Tasmania. The research will be conducted by Mr Kim Lehman, a PhD candidate of the School of Management, and overseen by Dr Rob Hecker, a senior lecturer in the School.

Museums are significant institutions in Western societies, with an appeal to a broad cross section of the community. However, museums must now compete with an increasing number of alternative time using/ educational activities. Accordingly, marketing for museums is a significant and growing management function. Within marketing theory Integrated Marketing Communications (IMC) is a concept that is now well established, and within IMC electronic marketing has grown in importance as society has changed and the technology has become more widely used.

Research indicates that while museums have embraced technology such as the Web in relation to providing an interface between the general public and their collections, its use as a marketing tool varies considerably. Your participation in this study will provide a greater understanding of the factors that influence the extent to which museums incorporate electronic marketing communication strategies into their overall marketing activities.

What would my participation in the study involve?
The major Australian state museums form the basis for my research. Your contribution to the research would involve participation in an initial interview of approximately 40 minutes duration. This would be conducted at a place and time of convenience as nominated by yourself. In the interview you will be asked a range of questions regarding your knowledge, perception and understanding of various aspects of the marketing strategies and activities at the [INSERT MUSEUM NAME].

Subsequent contact may be requested to clarify or further explore themes raised in the initial interview. This would again take place at a time convenient to you and would take the form of a telephone interview. Any follow up interview would not exceed 15 minutes duration.

Interviews will be audio recorded and transcribed. Please note that you will have the opportunity to view your interview transcript to ensure it complies with your recollections, and
may edit, modify or withdraw material from it. You can also be provided with a summary report of overall findings of the study if desired.

**Can I withdraw my participation?**

Participation in the study is entirely voluntary and you can withdraw yourself and any data you have supplied at any time should you wish. You may also decline to answer any question. Prior to involvement you will be provided with a consent form, which you will be asked to sign prior to involvement. You will be provided with a copy of the statement of informed consent to retain for your records.

**What will be done with the data collected?**

All information provided will be securely stored against access by persons other than the research team for a period of five years. At the end of that five-year period all data provided by study participants will be destroyed: paper records will be shredded and electronic records deleted. The museum with which you are associated will be identifiable by name in the thesis and other research output. Please note that you will be identifiable in the thesis and other research output by your official position and title, and so should carefully consider your responses and, if you feel necessary, carefully peruse your transcript for information you do not wish to be included. You will also have the opportunity to edit or withdraw any information related to your museum prior to inclusion in any subsequent publication.

**Ethics approval and contacts**

This research has received ethical approval from the Human Research Ethics Committee (Tasmania) Network. If you have any concerns of an ethical nature regarding the project, these may be raised with the Executive Officer of the Network, Amanda McAully on 6226 2763.

If you have any other questions about the research project, please direct them to Dr Rob Hecker at the contact details provided below.

Thank you for taking the time to read this information sheet. We hope you will be willing to participate in this study. Kim will contact you in the near future to ascertain whether you are willing to participate.

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Dr Rob Hecker       Mr Kim Lehman
School of Management School of Management
University of Tasmania University of Tasmania
Ph: (03) 6226 1774    Ph: (03) 6324 3001
Fax: (03) 6226 2808    Fax: (03) 6324 3369
Email: Rob.Hecker@utas.edu.au  Email: Kim.Lehman@utas.edu.au
Interview Consent Form

Title of investigation:
Electronic marketing communication strategies in Australian state museums

Dear Participant,

As part of your consent to be interviewed please read the information below and sign where specified.

1. I have read and understood the ‘Information Sheet’ for this study.
2. The nature and possible effects of the study have been explained to me.
3. I understand that the study will involve the following procedures:
   a. An approximately 40 minute audio-recorded and transcribed interview regarding my knowledge, perceptions and interactions with [INSERT MUSEUM NAME], with the possibility of a follow-up 15 minute telephone interview.
4. I understand that all research data will be stored against access by persons other than the research team in a secure filing cabinet and password protected computer software program for a period of five years at the School of Management offices, after which time all data will be destroyed.
5. I understand that I have the option of refusing to answer any question asked.
6. I understand that the museum for which I work will be identifiable by name in publications related to the study, and that I will be identifiable in the thesis and other research output by my official position and title.
7. I understand that any information I supply to the researcher will be used only for the purposes of the research.
8. I agree that research data I provide may be used in publications related to the study provided that I have the opportunity to view my data so as to edit or withdraw if desired.
9. I agree to participate in this investigation and understand that I may withdraw at any time without effect, and if I so wish may request that any data I have supplied be withdrawn from the research.
10. Any questions that I have asked have been answered to my satisfaction.

Name of participant……………………………………………………………………
Signature of participant……………………………..Date……………………………

Statement by investigator:

I have explained this project and the implications of participation in it to this volunteer, and I believe that the consent is informed and that he/she understands the implications of participation.

Name of investigator……………………………………………………………………
Signature of investigator……………………………..Date……………………………